

**U.S. DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE**  
*Telling America's Story: The American Latino Heritage Initiative  
La Paz Forum*



**National Chavez Center**  
29700 Woodford-Tehachapi Road  
Keene, California  
**June 16, 2011 – Forum**  
*Agenda*

- 9:00 am**      **Introductory and Welcome Remarks**  
**National Chavez Center**  
Paul Chavez, President, National Farm Workers Service Center  
Arturo Rodriguez, President, United Farm Workers Union
- 9:05 am**      **Introductory Remarks**  
Dennis Vasquez, Superintendent of Guadalupe Mountains National Park
- 9:10 am**      **Welcome Remarks**  
Ken Salazar, Secretary of the Interior
- 9:20 am**      **Keynote – “Why tell the American Latino Story now?”**  
Moctesuma Esparza, founder of Maya Cinemas and Maya Entertainment
- 9:45 am**      **Session One: Identifying the Gaps in the “Latino Experience”**  
*Moderated by Marta Cruz Kelly, Chief Interpretation, National Park Service*
- 11:00 am**      **Media Availability // Break**
- 11:15 am**      **Keynote – “Making the National Park Service Relevant”**  
Jon Jarvis, Director of the National Park Service
- 11:30 am**      **Session Two: The National Park Service: “Telling America’s Story: The Latino Experience”**  
*Moderated by David Vela, Southeast Regional Director National Park Service*
- 12:45 pm**      **Break**

- 1:45 pm**      **Welcome Back**  
Dennis Vasquez, Superintendent of Guadalupe Mountains National Park
- 1:50 pm**      **Remarks: “Overview”**
- 2:00 pm**      **Session Three: “Next Steps: How to Implement a More Complete Telling of the American Latino Experience”**  
*Moderated by Belinda Faustinos, Executive Officer, San Gabriel and Lower Los Angeles Rivers and Mountain Conservancy, Azusa, CA*
- 3:30 pm**      **Forum goals and objectives – Explanation of breakout sessions**  
• Deanna Archuleta, Senior Advisor to the Secretary
- 3:45 pm**      **Breakout Sessions: What do you think?**
- 4:00 pm**      **Break**
- 4:15 pm**      **Recommendations: Sharing the Next Steps**  
*Moderated by Deanna Archuleta, Senior Advisor to the Secretary*
- 4:45 pm**      **Closing Remarks**
- 5:00 pm**      **Reception**